



Recruiting Insight
LEADERSHIP

Shift the conversation...

- ✓ From “feature dumping” to identifying pain points
- ✓ Self activating questions





If your business keeps operating the way it is, will you achieve your goals?

No – what's holding you back?

Yes – what could be better, optimized?

Our Clients “Top 5” Self-Activating Questions

- ✓ **What are the biggest challenges facing your business right now?**
(Follow up: **How could your current broker better support your growth?**)
- ✓ **Where would you like your business to grow from today?**
- ✓ **What does success look like for you?**
- ✓ **What are your strengths? What would you like to be stronger?**
- ✓ **Tell me about the systems, checklist, process, and backup you have for your existing business.**

Self-Activation: For a person to change, they must “self-activate.” This means they must conclude (in their own mind) that the change is right for them. **Implication:** Your job is to help your prospects self-activate vs. pressuring them into a decision.

Thoughtful Questions: Push the argument back into the person’s head and make them argue with themselves, not you. **Implication:** Learn to become the disinterested third-party guide by asking more thoughtful questions to draw out the conversation.

WHAT NEEDS TO CHANGE?

